

Lelia Heath Pearson – View-Master Artist

By J. Clement
Revised Nov 2016

Lee Heath Pearson began her career at View-Master in 1961 as the third in house diorama artist and worked there for 20 years. She is credited as Lelia Heath, but eventually married. She created about 14 packets and collaborated on 3 others. She enjoyed creating Snoopy reels, but her most fun favorite was the “Beep Beep-The Road Runner” packet, according to Wolfgang Sell. In addition she created a series of Barbie packets. The longest and greatest challenge was working on “The Revolutionary War” packet. The artists created over 60 characters in plastic clay. Perhaps because this packet was so expensive, the rest of the American Bicentennial series was done in less expensive cartoons.



1962 B9011 Ancient Wonders of the World 7 Statue of Zeus at Olympia (425 BC)

Lee Heath created Zeus, her greatest challenge
(Packet created with Florence Thomas, Joe Liptak, Frank Visage)



1964 B658 Project Apollo 21 They presented the president with samples from the Moon
Created with Frank Visage, but this scene would mainly be by Lee

The furniture might be by Frank Visage



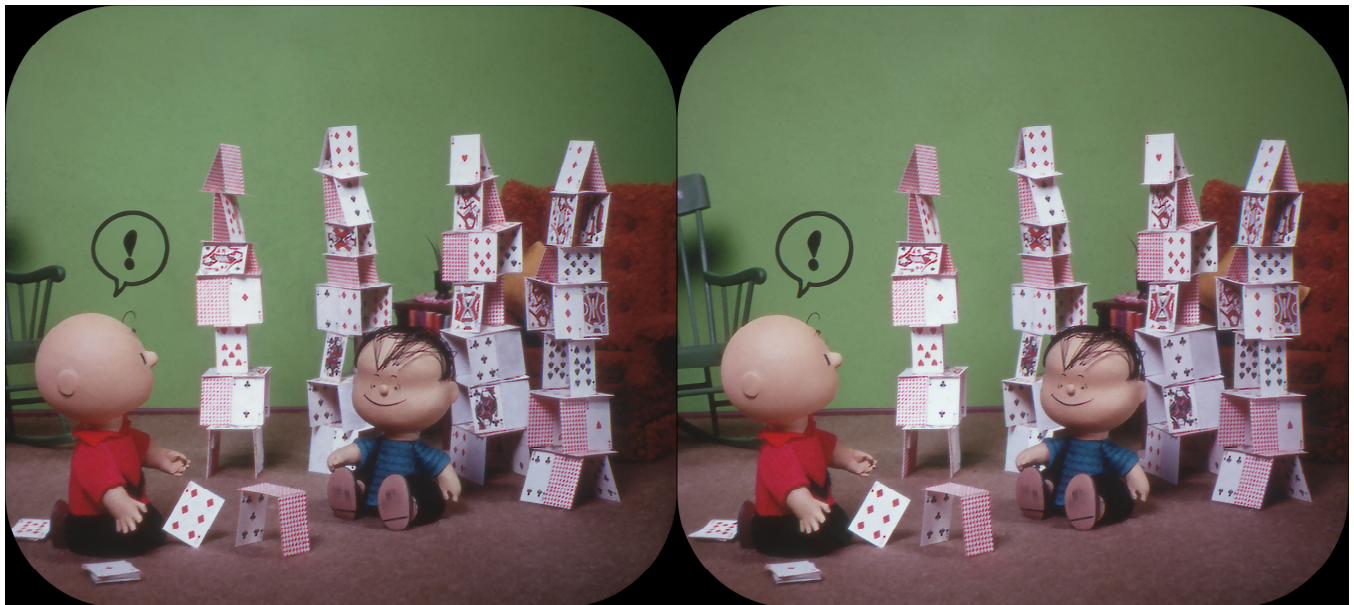
1963 B317 Goldilocks 07 Baby Bear's was just right so she ate it all up!



1963 B317 Goldilocks 20 Baby Bear cried, "Someone is sleeping in my bed, now!"



1965 B5003 2 Barbie's Around the World Trip –
I danced the "lalong" with the Balinese girl in Bali



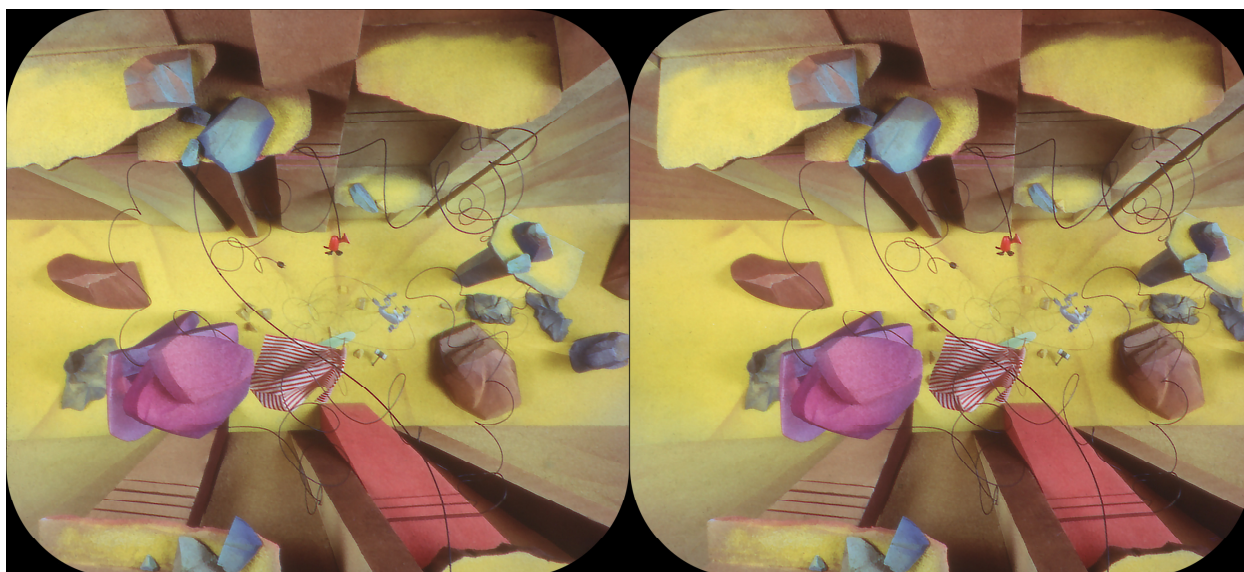
1966 B5362 6 PEANUTS Steaaaady! Charlie Brown -
Linus had built a whole row of tall apartment houses!



1966 B5363 2 PEANUTS Thow it home, Snoopy! –
Snoopy made a jumping catch as Pig-Pen began running



1967 B5381 Beep Beep, The Road Runner 5 ...He missed the curve and sailed over the canyon
This is her favorite packet



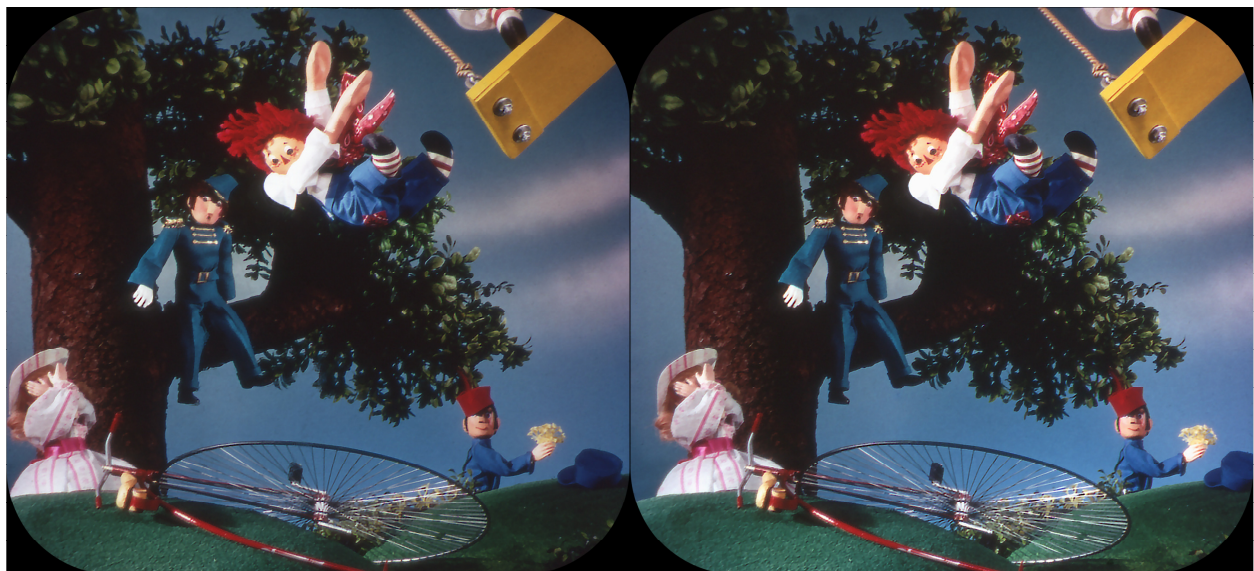
1867 B5381 Beep Beep, The Road Runner 7 ...couldn't hold out and plunged to the canyon floor
This is a scene with awesome depth



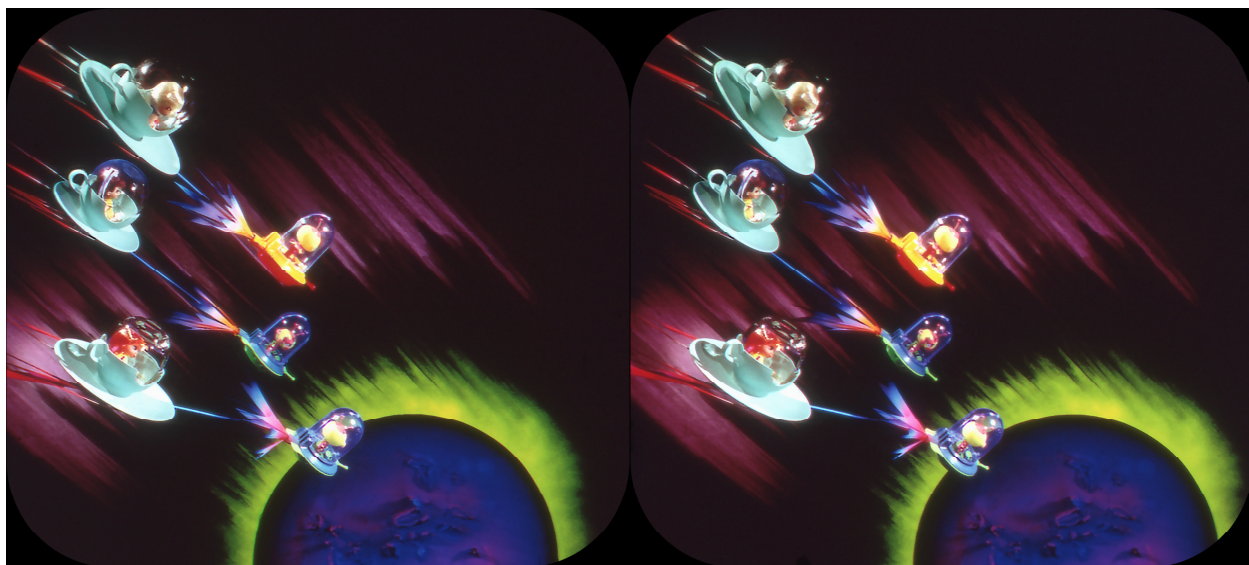
1969 B5443 7 Snoopy and the Red Baron - "Someday I'll get you, Red Baron. Someday..."



1971 B4061 Raggedy Ann Learns a Lesson 6 Marcella scrubbed them clean on her washboard



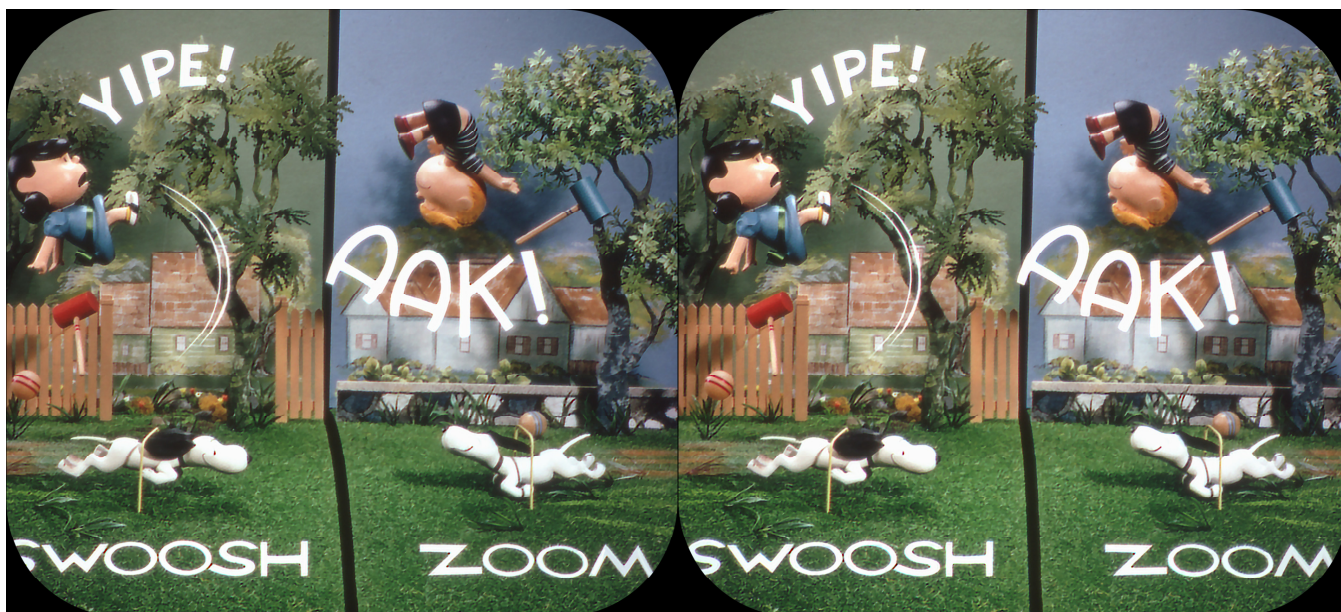
1971 B4062 Raggedy Andy arrives 4 -- then Andy's foot slipped, and he fell onto a bicycle
The bicycle was probably made by Frank Visage



1970 B5772 World of Liddle Kiddles 3 The Kiddles went to visit the Weird Fluoroworld



1970 B5773 World of Liddle Kiddles 6 The Kozmic Kiddles listened to the kitten's "motor"
The kitten looks real, and if so how did they get it to pose?



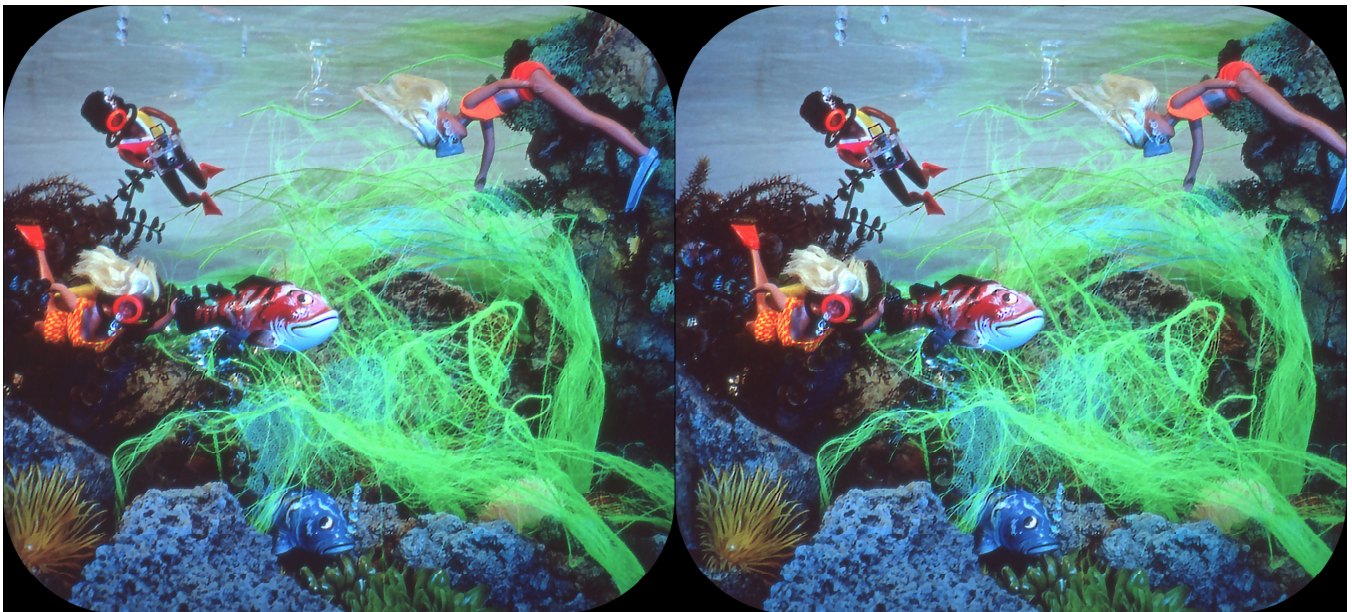
1972 B5481 Charlie Brown's Summer Fun-Croquet, Almost Anybody 2
A new player zoomed in--and a new way to play!



1972 B5483 Charlie Brown's Summer Fun-
The Cold-blooded killer 1 Linus, the mighty hunter, crept up on his prey...



1973 B5762 4 Barbie's Great American Photo Race - '
This shot of your skiing will win the prize!" said Ken



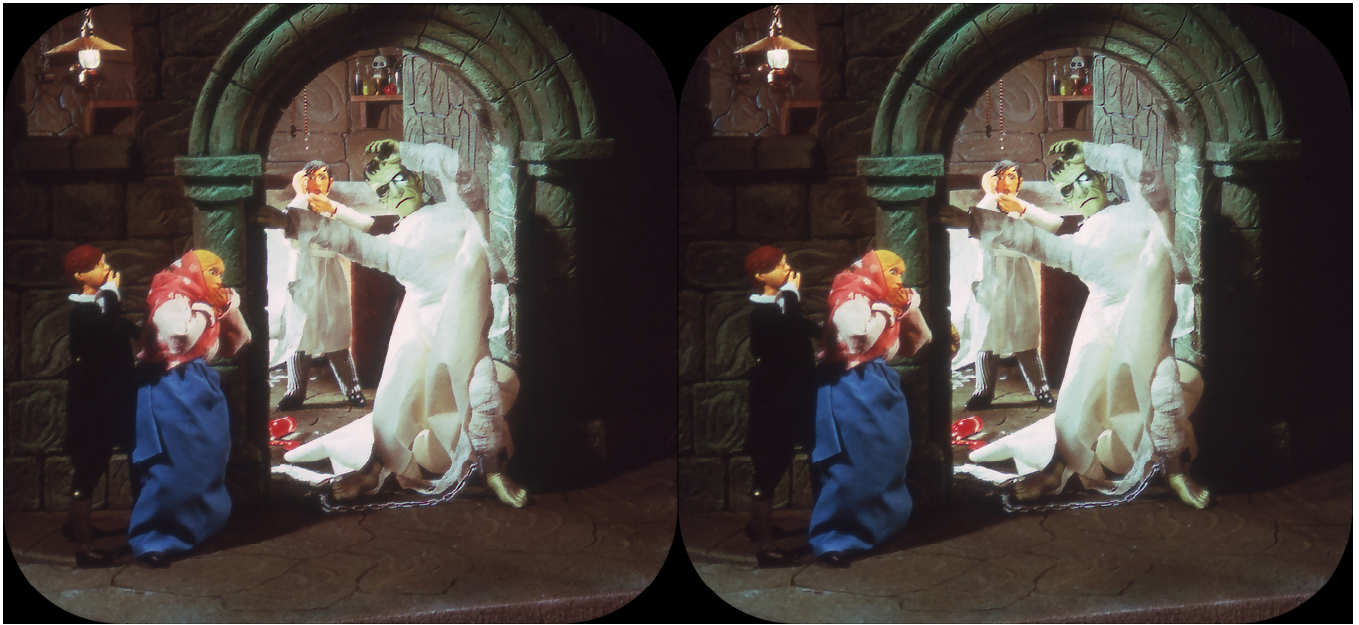
1973 B5763 2 Barbie's Great American Photo Race –
The girls came back in daytime, Barbie found a playful fish!



1974 B5851 2 GI JOE Rookies to the Rescue –
Sarge arrived in Turbo Copter as Greg flew Flying Rescue



1975 B8103 Revolutionary War 2 Von Steuben's drilling gave men new skills and pride
Lee created the snow storm effect and possibly some of the figures

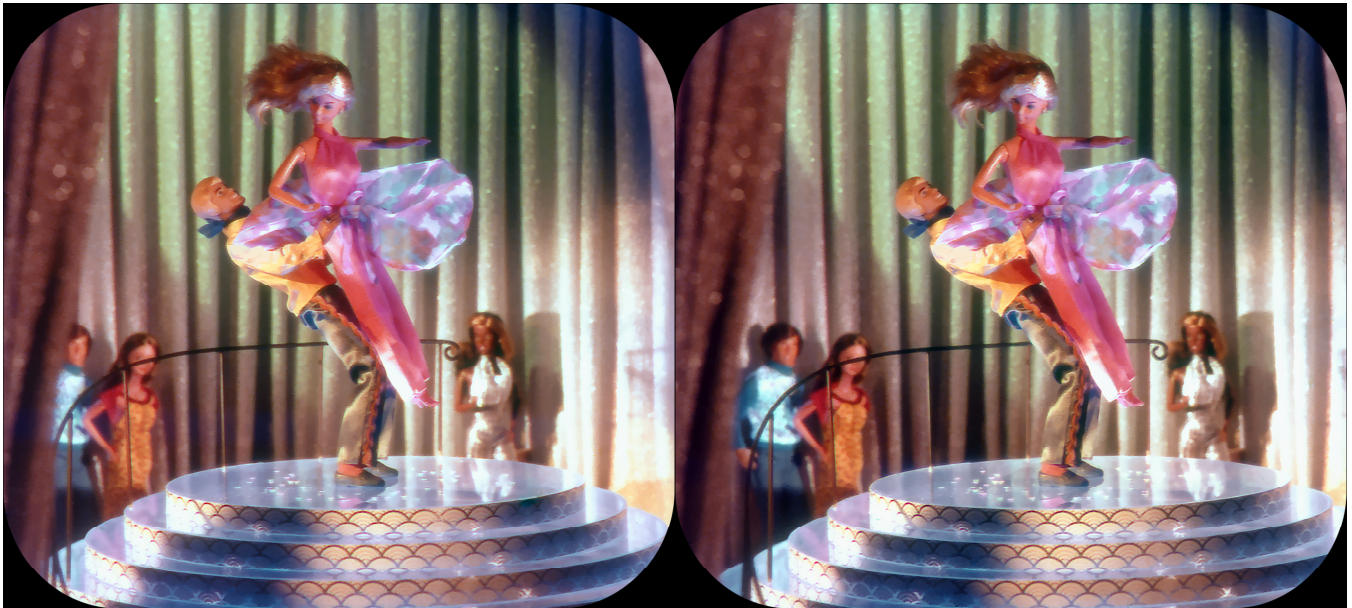


1976 B3232 Frankenstein B2

Lee probably worked on the figures while Joe Liptak did the backgrounds
Neither is credited, but Wolfgang Sell collected information in the 1990s



1976 B344 Holly Hobbie A4 Wishbone



1978 J70 A1 Superstar Barbie - The SuperStars!
 Restored from faded copy by J. Clement



1978 J70 B4 Superstar Barbie – Campfire
 Restored from faded copy by J. Clement

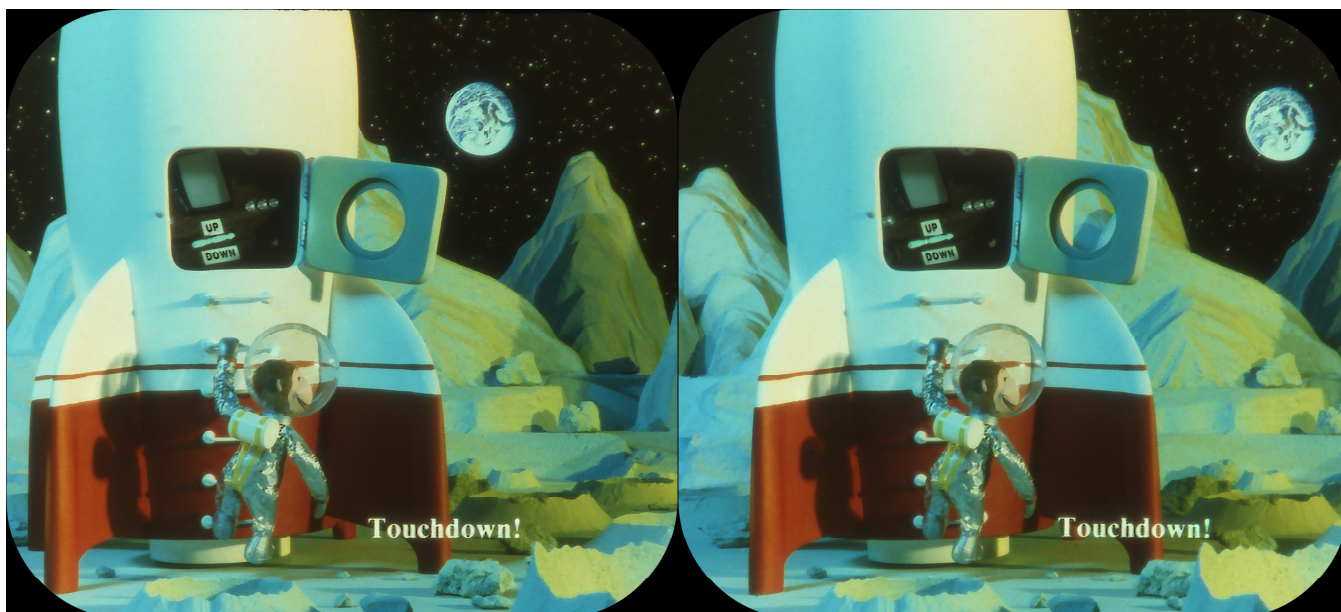
This is the last Barbie reel created by Lelia, but Joe Liptak subsequently created two more Barbie packets.



1980 K81 A6 Curious George and the Balloons – Stop
 Restored from unfaded Blister pack 2015



1980 K81 B3 Curious George Cooks - Maybe George used too many eggs



1980 K81 C4 Curious George on the Moon - George makes a giant step



Lelia Heath Pearson working on Raggedy Andy – Circa 1970
3D photo by Cliff Bond, Hank Gaylord, Digitization-Wolfgang Sell, Restoration-J. Clement

Bibliography: *View-Master Memories* by Mary Ann & Wolfgang Sell
All photos restored by J. Clement

Partial List of Lee Heath Pearson's packets:

1. 1962 B901 Seven wonders of the World (with Florence Thomas, Joe Liptak, Frank Visage)
2. 1963 B317 Goldilocks and the Three Bears
3. 1964 B658 Project Apollo (with Frank Visage)
4. 1965 B500 Barbie's Around the World Trip
5. 1966 B536 Peanuts
6. 1967 B538 Beep-Beep The Road Runner
7. 1969 B544 Snoopy & The Red Baron
8. 1970 B677 The World of Liddle Kiddles
9. 1971 B406 Raggedy Ann and Andy
10. 1972 B548 Charlie Brown's Summer Fun
11. 1973 B576 Barbie's Great American Photo Race
12. 1974 B585 GI Joe
13. 1975 B810 The Revolutionary War (with Joe Liptak, Mary Lewis)
14. 1976 B332 Frankenstein (with Joe Liptak) (most have faded to magenta, but some are OK
Initially reels were on durable Kodachrome, but later they were on an inferior GAF film.)
15. 1976 B344 Holly Hobbie
16. 1978 J70 Superstar Barbie (uncredited but attributed by Wolfgang Sell) (Probably all have faded
to Magenta but the blister pack 1024 has a slight chance of being OK)
17. 1980 K81 Curious George (Most have faded to Magenta but the blister pack 2015 should be
OK.) (uncredited but Wolfgang Sell recognized some of the things she made, he also said that
Joe Liptak and Frank Visage probably worked on the backgrounds)